

The Gimlet

Monthly Circulation
50,000



The gimlet is a small instrument
~~with a point~~ with a point

April, 1912

- Damages 10 Cents per annum.
- We need the money - There may be more numbers - That all depends.
- This is real second class stuff that pays first class postage - No post offices entered.

CORONER'S COCKTAIL

MIX THREE CHORUS GIRLS WITH
AS MANY MEN, AND SOAK IN
CHAMPAGNE UNTIL MIDNIGHT;
SQUEEZE INTO AUTO AND ADD A DASH
OF JOY AND A DRUNKEN CHAUFFEUR;
SHAKE WELL, AND SERVE AT SEVENTY
MILES AN HOUR.



DIAMOND EDGE Chisels and Drawing Knives

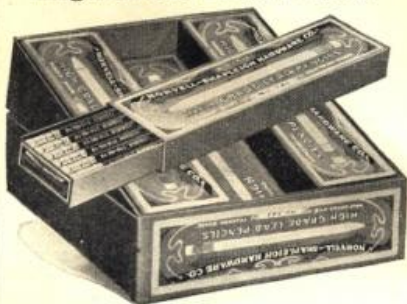
Make a splendid combination for a window trim. The above photograph shows an attractively decorated window. It is simple and requires very little labor to install. For windows that are not boxed in, the bottom trim only can be used. Can also be simplified by using fewer chisels in the center circle and by placing some attractively marked cards on the back of case.

We will be glad to furnish Diamond Edge dealers with Chisel and Drawing Knife Hanging Show Cards.

"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet

Norvell-Shapleigh High Grade Lead Pencils



There is no loss when using a Norvell-Shapleigh Lead Pencil because the lead is one continuous piece, free from hard spots and flaws. Does not break off while sharpening or in use. The selected cedar covering makes sharpening easy.

Illustrations show the round style with red and green stripes.

No. 622—Soft lead. Per gross.....\$8.50
No. 623—Medium lead. Per gross.....8.50

Usual Trade Discount.

ONE CONTINUOUS LEAD 

EVERYBODY USES A PENCIL

Millions of pencils are sold. Whole forests disappear in shavings. Thousands of men are mining for pencil leads. With just a simple pencil and a scrap of paper Abraham Lincoln wrote his Gettysburg address—one of the shortest addresses in history, but one that will go down in history to numberless generations still unborn. It was the man behind the pencil!—the man who thought of others, not of himself. M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

For Vacation use

The Stevens Favorite

Is the most popular rifle.

Stock up!

Now is the time
to sell rifles for vaca-
tion use. If you stock the

It's the best known
and best adver-
tised rifle on
the market

Stevens Favorite

You will make sales easily—

Absolutely accurate, wonderful
penetration. Well balanced, finished
and sighted. The powerful drop
lever extracts the empty shells every
time.



No. 172—22 caliber, rim fire.	
Each.....	\$7.50
No. 175—25 caliber, rim fire.	
Each.....	7.50
No. 173—32 caliber, rim fire.	
Each.....	7.50
Usual Trade Discount.	

WHEN WE HAVE WAR WITH JAPAN

It will be well to have had all our boys trained as sharpshooters. Good shooting only means accuracy. The best training a boy can have is to be accurate. The accurate man saves himself, his associates and his friends a world of trouble. Buy your boy a Stevens and train him in accuracy.
M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet

Shapleigh Special Bicycle

WITH TRUSS FRAME



The extra truss bar strengthens the frame at its weakest point and adds attractiveness to the wheel. The three-piece orient design fork crown adds strength and beauty. Frame made up of eighteen gauge Shelby seamless tubing throughout. The equipment—saddle, pedals, handle bar, etc., of the very highest grade.

No. 486—Complete with Good Service non-skid tires.

Black with crimson head and seat post mast. \$38.00

If equipped with Corbin Duplex Coaster Brake. 44.50

Usual Trade Discount.

ALL OVER THE COUNTRY

We see more bicycles on the roads. The bicycle is different from Jefferies—it can come back and it is coming back. Now if this nation will wake up to the fact that we can never depend upon the farmers to give us good roads, and that we will only have good roads as a result of State work and general State taxation, the rich will enjoy more automobiling and the poor will make their excursions into the country on bicycles. If all the people of this nation could just see how they make roads in Europe. But don't get me started.

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet

Boy Scout Knives

The illustration shows the Standard Boy Scout Knife. Every boy scout needs this knife to complete his equipment. Has large cutting blade, punch blade, screw driver, bottle opener, can opener and ring for attaching to belt.

No. 4B390—Per
dozen.....\$18.00

Usual
Trade Discount.

THEY WILL ONLY BE BOYS ONCE

Give them the best time you can. The boys of to-day are the men of to-morrow. The country will be stronger and safer for boys trained in the ways of the great out-of-doors. The normal boys are those who love trees, and streams; the abnormal are those who love the city streets. Fresh, clear air cleans not only the blood but the mind and the imagination. Oxygen burns up diseased tissues and vicious thoughts as well. Let the boys have oxygen.

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

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Rome Nickel Plated Coffee Pots

Illustration shows the popular No. 1252 series of Rome Coffee Pots. Made of heavy nickel plated copper, with silver lining, fancy covered lip, new style hinge, has stop to prevent lid hitting handle. Double seamed bottom.

Nos.....	1252	1253	1254	1255	1256	1258
Pints	2	3	4	6	6	8
Per dozen	\$15.00	\$16.00	\$17.00	\$19.00	\$21.00	\$25.00

Usual Trade Discount.

A THING OF BEAUTY

Is a joy forever. The Rome goods are not only utilitarian but they also appeal, by their beauty, to our artistic senses. What is more artistic than a clean, well kept kitchen with shining Rome nickel plated ware on the shelves? We all admit now the great power of suggestion in our daily lives. A polished nickel plated Rome coffee pot is a suggestion to cleaner and better living.

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

Motorcyclists and Chauffeurs' Suits

We carry a complete line of suits for Motorcyclists and Chauffeurs.

Illustration shows No. MS750 made of finest quality English double whipcord. Price of complete suit, less cap,

\$10.00

Usual Trade Discount.

We carry a complete line of Automobile and Bicycle Sundries.

New Catalogue ready June 1st. Write for it or see salesman.



NOT MUCH ROOM

Left for me. But I can't help remarking that if a suit like this can be sold at the above list, with the usual discount, that on some of the suits the clothing dealers are selling, somebody must be making a very fancy profit.

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

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WHEN I WAS YOUNG

I played lawn tennis, but now I am in the golf class. The tennis game is a little too fast for an elderly teamster, but it's a great game for youngsters—it makes them quick and supple. Then you never saw a crack tennis player who was a moral decadent. Outdoor exercises and good morals seem to go hand in hand. It is much better for your children to play lawn tennis than to sit in corners reading neurotic novels—take my word for it.

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

LET US SHOW YOU



DIAMOND EDGE KITCHEN KNIVES

The above illustration shows a hanging display card we furnish to Diamond Edge Kitchen Knife Dealers. This hanger is printed in attractive colors and is one of the many advertising helps we furnish with the Diamond Edge line.

Diamond Edge Kitchen Knives

Are the best made and best selling knives on the market, because they are fitted with Diamond Edge Pocket Knife Blades and will cut anything that a pocket knife will cut. Include them in your next order.

No. 5A—Packed in display box with six style blades. Per dozen..... **\$4.00**

Usual Trade Discount.

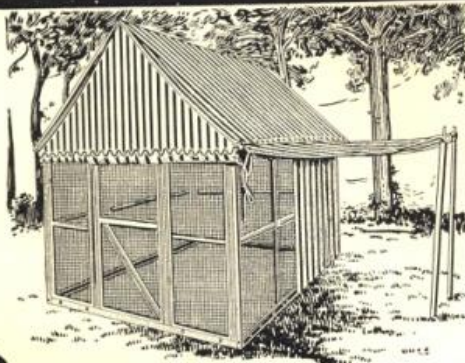
THESE KITCHEN KNIVES STILL SELL

Their popularity is not decreasing. They are not a fad, but have become a regular stock item in thousands of hardware stores. It is a case not only of quality but also of appearance. These knives are just like a woman of noble character who is also very beautiful. The beauty does not hurt the character, and the character does not hurt the beauty. If you have not been buying these knives, take the word of a teamster that you have been missing a good thing. Order a dozen, and if you don't like them send them back at my expense.

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

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Screen House Tents.

This is a new departure in the tent line. Tents made of blue and white striped duck, complete with Fly (or double cover). Sides $5\frac{1}{4}$ feet high. Tent is completely screened in making it fly and mosquito proof. Side curtains can be raised or lowered as desired. Comes complete with wooden floor, all shipped in sections so it can be quickly put up or taken down.

No. HT1—Size 7x9 feet.	Weight 600 pounds.	
Each		\$ 70.00
No. HT2—Size 10x12 feet.	Weight 1100	
pounds.	Each	120.00

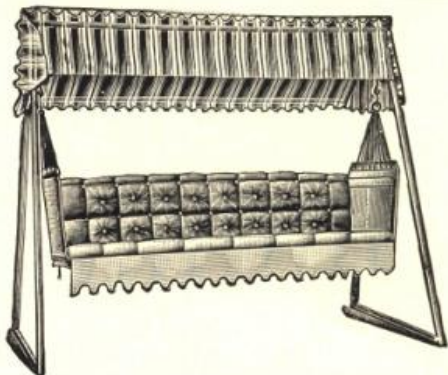
Usual Trade Discount.

VACATION DAYS ARE ALMOST HERE

What fun to pitch your tent next to a running stream and go to your sweet, weary sleep, lulled by the song of the purling brook. That is, provided no mosquitoes are competitors of the purling brook. But screen your tents and enjoy your vacations, being king of all you survey in the wild woods. Sans mail, sans telegram, sans telephones, sans mosquitoes.

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"



Diamond Brand Hammock Couch

This is a Combination Hammock Couch, Settee and Bed, arranged so back can be dropped down making it the size of a double bed. Has folding legs so it can be used without being suspended. Angle steel, gold bronzed frame, flat metal non-rust springs, fine quality mattress covered with 30-ounce tan color army duck.

No. DD —Hammock couch only.....Per dozen..\$300.00
 No. FHS—Hammock stand.....Per dozen.. 60.00
 No. HA —Hammock awnings.....Per dozen.. 60.00

Usual Trade Discount.

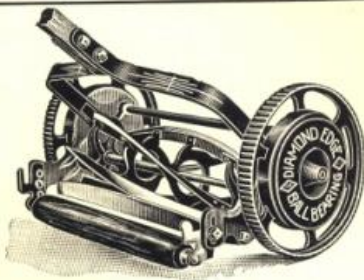
THE WEARY PROVIDER FOR THE FAMILY

Should buy this hammock couch. He will look forward to resting in its easy embrace. But hush! when it is placed on the side porch you will always find your son from college or your daughter from the finishing school reposing in the couch. Father can sit on the steps and rest his tired back against the corner of one of the porch posts, while mother fries the ham and eggs for supper. It always struck me as being queer that so much resting was one of the necessary adjuncts of modern education.

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

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Diamond Edge Lawn Mowers

Cylinder reel has five extra heavy and wide crucible steel blades tempered in oil. Has spring steel open cylinder that rebounds when hitting an obstruction.

Ball bearing—self-sharpening.

The ball bearings are simple, positive and accurate in adjustment. Cones turned from bar tool steel. The self-sharpening feature makes regrounding unnecessary and assures a sharp mower at all times.

Size, Inches	15	17	19	21
Each	\$15.00	\$17.00	\$19.00	\$21.00

Usual Trade Discount.

IT HAS BEEN A RAINY SPRING

We have had high water and floods. This is the kind of spring that makes lawn mowers, scythes and snaths sell like the proverbial hot cakes. Don't have a "carload coming," but have a line of high grade lawn mowers on hand so your customers won't have to send to a mail order house for one of their cheap, trashy affairs. Showing the goods is half the sale.

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

Boy Scout Uniforms

Consist of coat,
pants, leggings, hat
and knapsack.

Made in sizes for
boys 8, 10, 12, 14 and
16 years of age.

Regulation style
adopted by the Boy
Scouts of America.

Made of Boy Scout
Khaki Drill, olive
color.

No. SS350—Uniform complete.
Per dozen.....\$54.00

Usual Trade Discount.



THE PROUDEST DAY OF MY LIFE

Was when I went forth in my first pair of red-topped copper-toed boots. If I had had a Boy Scout uniform I would have blown up with vanity. No Field Marshall in all his gold lace and decorations is any prouder than the Boy Scout when he starts out from home in his uniform. The eyes of the world are upon him. He wants something big to Conquer! Ah, those days of boyhood! We can only live them again in our own boys. Don't forget.

M. K.

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A NORLEIGH DIAMOND IDEA

TO insure your getting Norleigh Diamond Boys Wagons in the same condition as when they leave the factory, we wrap them in heavy paper and pack two wagons in a heavy fibre carton. They cannot become damaged in transit. Norleigh Diamond Wagons have more desirable selling features than any other line. Then, they are stronger, better made and better looking.

Large barrel hubs; extra heavy tires; truss brace channel bar gear; curved handle; reinforcing cleats on bottom; washers under all bolt heads; assorted colors.

Price reasonable

WE ARE CRANKS

On packing our goods in good shape. We like things to arrive in just as good order as they started out. This does not always happen. For instance, I have known of men who started from the office in perfectly good condition, but who arrived home more or less damaged. Everybody should emulate the example of NORLEIGH DIAMOND wagons. They can always be depended upon to arrive in splendid shape. They always make a fine finish. As "Zach" would say, they have correct mortuary manners.

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

Black Diamond Rubber Hose

The kind you can tie into a knot without injury. Will not kink, therefore free from the greatest cause of hose destruction: The strain of water pressure on a kinked hose and the cracking or splitting of rubber and fabric when an empty hose is kinked.

Guaranteed for any water pressure.

This is the best and most satisfactory hose obtainable.

Put up on reels of 250 and 500 feet lengths.

The retailer can cut any length customer desires without running the risk of an odd length being left on his hands.

Prices in full reel lots.

No. 912— $\frac{1}{2}$ -inch.	Per foot	\$0.26
No. 958— $\frac{3}{8}$ -inch.	Per foot28
No. 934— $\frac{3}{4}$ -inch.	Per foot30

Usual Trade Discount.

THIS HOSE LOOKS

Like mine after I have finished watering my lawn. It's simply wonderful how rubber hose can get tangled up. I, therefore, judging by my own experience, highly recommend a hose that you can tie into tight knots without causing any injury. When I traveled and sold hose it only came in 50-foot lengths. It strikes me it is a great improvement to sell hose as you do rope, from reels, in lengths of 250 and 500 feet. Don't forget that there is generally a long dry spell in June and July. Such a dry spell almost invariably follows a wet spring. Now watch my prophecy.

M. K.

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Campaign Knives

Our line of Campaign Knives is original and entirely different from all other knives on the market.

Have red, white and blue celluloid handles. We etch the blades with name of Presidential and Vice-Presidential Candidates.

Shipments made as soon as candidates are nominated. Get in your order at once. Orders filled in order of their receipt. First come—first served.

When ordering be sure to state quantity of each Republican and Democratic wanted.

Illustration shows No. 2857US,

Per dozen\$10.00

Usual Trade Discount.

See our Salesman for complete line of samples.

THIS CAMPAIGN IS A HOT ONE

"Theodore" and "Dear Will" are working night and day. Dr. Wilson is tearing up mileage books. The Hon. Champ Clark is sawing wood and sayin' nothin'. There's danger of a dark horse appearing on the scene at the last moment. All of us are interested! It's a good time to do a little business on campaign knives. Whittle and talk politics—that's sure pure American!

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"



The Gimlet



NAME REGISTERED

A MONTHLY MAGAZINE FOR
HARDWARE BOSSES AND THEIR CLERKS

Vol. V

APRIL, 1912

No. 3

Address all Communications to

MIKE KINNEY, Teamster and Editor

c/o NORVELL-SHAPLEIGH HARDWARE CO.

ST. LOUIS, U. S. A.

Subscription Price — — — —

10 Cents per Annum

"1950"

By MIKE KINNEY, Teamster and Editor.

IT was in the year 1950. There was a general parcels post and all hardware jobbers and middle men had been "eliminated."

I was curious to see how the new order worked and here are some of the things I saw. Small merchants had gone back to farming or moved to the large cities and were working for mail order houses. The small town had disappeared from the face of the earth.

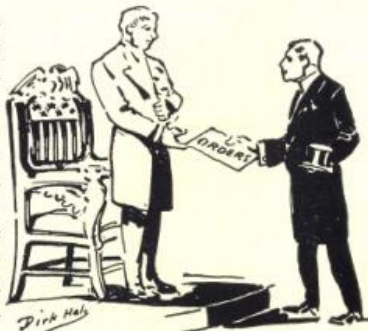
"DIAMOND EDGE IS A QUALITY PLEDGE"

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Jobbing houses had all gone out of business or had consolidated with each other and formed enormous mail order houses selling direct to consumers. At first there was a great trade war between all the mail order houses in the large cities. This war led to a terrible financial panic in the country. Thousands of retail merchants failed. The Government restored confidence by amending the Sherman Anti-trust law and then—under Government supervision—the great mail order houses arranged selling prices with each other. No one mail order house was allowed to do over one hundred million dollars in business per annum.

Manufacturers soon found that they were almost powerless in the hands of mail order houses. If they did not get in line these houses manufactured their own goods. It was understood that the great financiers and the mail order houses were working together and having secured



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all the trade of the country now controlled the Government. The President of the United Mail Order States of America took his orders from the Executive Committee of the Mail Order Combine.

The country had been divided into trade zones and under Government regulation—the Government having been previously regulated—one mail order house was not permitted to ship any goods or mail any catalogues into the trade zone of another. This saved waste and duplication of effort.

When the jobber was first eliminated by the retail trade buying direct from the manufacturers all of the smaller retail merchants had to go out of business, because they could not buy enough of each line of goods to make up a shipment from each of the various manufacturers. This, together with mail order house competition and parcels post, threw all the retail business into the hands of the largest class of retail merchants in the great cities. This class of retail merchants did well until the jobbers, having become mail order houses, started the great national war for trade—this fight soon cleaned out even the largest retail merchants, as it was found the manufacturers were owned or controlled by the mail order houses.

These interesting results quickly followed: Business was so much centralized that no single man could raise enough capital to go into business for himself. All individual opportunity had been wiped out.

An Executive Committee of six in New York controlled all the money and all the trade in the United Mail Order States of America—also the Government. No

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new bank or new business could be organized anywhere without the consent of this Committee.

In the zone cities practically all of the inhabitants worked for the mail order houses or in the factories that made goods for them. The cities were divided into neighborhoods and people lived in locations and houses according to the positions they occupied in the mail order houses. This was good system and as a man was promoted in business his family rose in the social scale. Great care was given to all the minutest details of organization and the social standing of each mail order employe was carefully regulated.

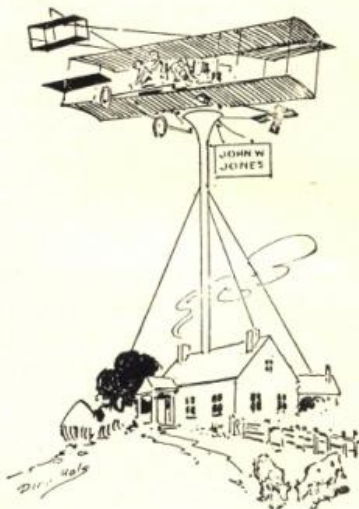
As most of the small towns had been eliminated, farmers at first had to haul their products a long distance to the zone towns, as the railroad trains quit stopping every few miles, but later, double tracks were laid by the Government to every farm. Then an electric car system did away with the old rural free delivery as the Government not only delivered all goods to the farms, but also carried everything from the



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farms to the cities, where they supplied the employes of the mail order houses with farm products.



All mail, up to eleven pounds in weight, was carried by aeroplanes. Over each farm house was a chute into which the aerial postman would drop the packages by only slowing up a little. This chute delivered everything on the farmer's kitchen table.

It was unnecessary for anyone to go to church—to theatre or an opera, as by means of the combined tele-

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phone, graphophone, and moving picture machine all could sit in their own homes and hear sermons and see all the great plays and operas.



There were no country roads, as everybody had automobiles or rather private cars that ran on rails being propelled by gasoline. These cars ran on the double track Government railroads.

Every house had a long distance telephone so supplies could be ordered from day to day by telephone from the mail order house to be sent by rail or aeroplane.



About this time it was decided, by the mail order city people, that the farmer was getting too much for his products and that he wasted too much time—in a word, that the farmer system was uneconomical. So the mail

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order houses established Agricultural Colleges of their own, trained farmers to farm scientifically, bought farms of 1,000,000 acres each and thus saved the farmer's profits on all they raised.

There was no one else to buy from and the farmers were just figuring out what to do about it when my alarm clock went off and I woke up.



LIFE—THEN AND NOW.

It costs a lot to live these days,
More than it did in yore;
But when you stop to think of it,
It's worth a whole lot more.

—John Nicholas Beffel, in *Judge*.

A BASE BALL ITEM

"Say, old boy, if the surgeon ever tries to operate on your skull he'll have to use diamond edged tools."

—*Trenton Evening Times*, Trenton, N. J.

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MIKE, THE TEAMSTER.

By a Hardware Clerk.

Say, Mike, you're quit a booster;
You're right there wid the stuff;
When the byes komplain that trade is bad
You always calls their bluff
Wid "Come, byes, let's get busy"
And boost right down the line.
Well, maybe that's the rason, Mike,
That you're a frind of moine.

We're not rale well acquainted;
It's just the style "o" you—
Niver give up whin trade is bum—
Yu're square all thru and thru
I've oftin read yure "*Gimlet*"
There's truth in ivery line.
Well, maybe that's the rason, Mike,
That you're a frind of moine.

You niver git discouraged.
(Fur a teamster yure well read.
But maybe that's you're nom de plume—
They're used, I've heard it said)
But that don't make no difference,
Yure boosting all the toime
Well, maybe that's the rason, Mike,
That you're a frind of moine.

Frum June until Novembir,
Frum New Year's until May,
You niver miss the sloightest chance
To write in a boosting way.
Old Diamond Edge is just the stuff—
Make, price and quality foine
Well, maybe that's the rason, Mike,
That you're a frind of moine.

(Concluded on next page.)

"DIAMOND EDGE IS A QUALITY PLEDGE"

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We make frinds when we're boosting,
It's a good wurd here and there
That changes things frum dead to dull,
From dull agin to fair.

Another boost, it's better still—

A grin, and thin its foine.
Well, maybe that's the rason, Mike,

That yure a frind of moine. —J. C. G.

By request of Rustling Phillips.

"THE HAND THAT ROCKS THE CRADLE RULES THE WORLD."

Written especially for *The Gimlet*
By a Stenographer in a Nashville Hardware House.

Not in the good, old-fashioned way like mother used to do,
With her sweet, persuasive methods, and her gentle
manner, too,
But in their fight for "Woman's Rights" their prestige
they forget
And the methods are more drastic of the modern suf-
frage.

Down from her pedestal she steps to mingle with the
throng,
And cast her vote with men, to whom such privileges
belong.
Upon the jury she would sit, e'en in the judge's chair,
To dabble in the mire of crime that's rehearsed there.

Oh! for the day that's coming when the trousers will
revert
Back to their rightful owners and the women don the
skirt
When the men shall 'tend to politics and puttin' on the
"lids,"
And the "female of the species" shall stay home and mind
the kids.

"DIAMOND EDGE IS A QUALITY PLEDGE"

THE VAGARIES OF VANITY

An Essay by MIKE KINNEY,
Teamster and Editor.

WHEN I happen to think of it the mark of the boor is the unconscious expression of his vanity—of the man of the world the power to conceal his egotism.



Savages at their feasts recount all their own deeds of heroism. In their war dances they sing or intone a history of their great deeds. The savage man celebrates himself.

From the savage through all the grades of life, mankind brags of himself and his own wonderful accomplishments until, by slow stages, we reach the fully civilized man, and here we find the perfect gentleman who is willing to listen to others, but who obtrudes his own personality not at all.

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So to me comes the thought that the well-bred lady and gentleman first of all have the quality of self-effacement. Did you ever attend a mixed dinner and listen to the conversation? Did you ever blush to hear some friend pin bouquets all over his own expansive shirt front?



Did you ever almost hate some well-bred, polished stranger who would listen to and draw out your friend with the most sympathetic and attentive manner.

The first rule of oratory is to forget yourself and think only of your audience. Every personal allusion is an impertinence. The other night I attended a banquet in honor of a distinguished visitor.

Some of the greatest men in this town were present. We had with us our best orators. Man after man arose and talked largely of himself and little of our guest. Our guest—fortunately for our self-respect—when his time came—also talked muchly of himself and lessly of his hosts. So the evening, as a personal brag-fest, was a draw between us and our distinguished guest. Savages

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around their camp-fires in a canyon of Arizona could not have given a better exhibition of man's natural and inherent vanity.



Solomon had not only grown old but he had become a gentleman when it dawned on his inner consciousness that "Vanity! Vanity! all is Vanity!" Poor Solomon! He was weary of the petty vanities of those around him. Realizing the nothingness of man in the procession of the centuries, he was sick of the puerile ambitions, meannesses, and egotism of those with whom it was his fate to live.

Suppose you and I were condemned to die on a certain fixed date. As the days were checked off one by one many things upon which we now set great store would shrink mightily in importance. Still we are condemned, but we do not know the date of the execution. It is only because we do not know this one date that we live and act so the wisest man the world has ever known cries out in the depth of his profound

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disgust—not with the world—but with human nature, “All is Vanity.” Maybe, too, some of this irritation came from a little self-communion!

See that merchant neglecting his business and all the people in his business running around to all kinds of alleged charitable meetings! What is the real motive? *Personal Vanity!*

If you wish to get a lot of fellows into a movement just print their names and pictures in the paper—*Personal Vanity.*

Why are those two merchants cutting prices and ruining the business in their town? *Personal Vanity!*

Like the savages men and women adorn themselves with loud and tawdry jewelry. *Personal Vanity!*

Why do some wives embarrass their husbands with extravagant dressmakers' bills? *Personal Vanity!*



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Why do nobodies cover their chests with medals, orders and decorations? *Personal Vanity!*

Why do young men take their girls out in automobiles when they can hardly afford the price of a lunch? *Personal Vanity!*

Why do cashiers live beyond their means and get into trouble with the cash account? *Personal Vanity!*

Why do congregations go into debt building fine churches? *Personal Vanity!*

Why do prosperous families entertain strangers and forget their poor relations? *Personal Vanity!*

Why does a man order champagne when he actually prefers beer? *Personal Vanity!*

On what do department stores flourish? *Personal Vanity!*

What makes a man a borrower at the bank? *Personal Vanity!*



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What creates city bonds? *Personal Vanity!*

What makes loud Americans the laughing stock of Europe? *Personal Vanity!*

What makes an orator take an hour when he is only entitled to ten minutes? *Personal Vanity!*

What makes you refuse your friends' advice? *Personal Vanity!*



What makes the looking-glass business? *Personal Vanity!*

What endows colleges? *Personal Vanity!*

What splits up families? *Personal Vanity!*

Why does a man neglect his business to attend social functions? *Personal Vanity!*

Why do families send flowers when they would not loan a cent? *Personal Vanity!*

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Why do merchants build handsome residences when they need money in their business? *Personal Vanity!*

Why do merchants cripple themselves building new stores when they haven't enough capital? *Personal Vanity!*

Why can't you get any movement under way for the good of the town—why do some buck up if they are not always in the limelight? *Personal Vanity!*

Why do the wives of partners in business always stir up trouble if they are given half a chance? *Personal Vanity!*

Why do clerks pull apart instead of pulling together for the good of the business? *Personal Vanity!*

Why are boards of directors split up when

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they should work together like one man?
Personal Vanity!



Why do people build better houses than they can afford? *Personal Vanity!*

Why do whole families ride in automobiles when they can't afford to buy gasoline? *Personal Vanity!*

Why do some salesmen send their grips by a porter instead of carrying them themselves?
Personal Vanity!

Why are most people unhappy because others have more than themselves? *Personal Vanity!*

How do you work most other people? *Personal Vanity!*

How do other people most always work you? *Personal Vanity!*

But what's the use!

Life is made up of three periods—Anticipation! Realization! Disillusion! In the last stage it's "me and Solomon."

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So, my young friend, if you are studying human nature with a view of getting along in the world, just put it in your pipe that one of the strongest, if not the strongest, human emotion is vanity. Chinamen call their personal pride their "face." When a noble Chinaman has his "face" insulted by a superior he goes out and commits



suicide. Men may forget many things, but they never forget a criticism or an action that belittles their personal pride. I know a man who years ago socially snubbed an editor. This man ran for Governor of his State. The editor had not forgotten. He came out against him with the most bitter attacks. He defeated the ambition of the would-be governor's life on account of a social snub of thirty years ago. Listen to me and I will talk to you in the words of wisdom: If you would be a worldly success rise up in the morning and go to bed at night remembering that *"molasses catches more flies than vinegar."*

Also remember that thoughtless words of

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criticisms, like barbed arrows sink in never to come out. You may praise a man a thousand times, but if you criticise him once he will forget all your praises and only remember the criticism.

The world loves flattery and *always* inwardly resents criticism. The critics of the world—the reformers—in all ages have been crucified, burned, assassinated, imprisoned and sent into exile. The generations in which they lived, on account of their vanity, would not have the truth told them. Succeeding generations have worshiped, eulogized, commended, revered, admired and celebrated these reformers, but note, dear one, never while they were alive, never the men of their own generations, *only those who criticised previous generations.*

Is it not strange that even generations that raised monuments of bronze and of marble to the reformers of past generations, were intensely active in persecuting the reformers of their own time? Therefore, dear William, if you decide to go into the business of reform, if you decide to be a critic of your times, prepare yourself to be lonesome in this world, and select a nice little green plot under a weeping willow and look to succeeding generations—not your own—for appreciation, honor, glory and immortality. If you would be a popular orator, flatter your audience. Don't be timid, don't use a camel's-hair brush but lay it on with a whitewash brush—the stronger it comes the better they like it. They will greet you as a man of broad ideas and great penetration of mind. Your present will be assured. You will be the man of the hour. Of course to-morrow you will be forgotten. The other orator of the occasion who may indulge in the truth will be greeted with only polite applause. He will get the stony stare and the icy mitt. Of course in after years he may be remembered, but the chocolate eclair right now is often better than the macaroon and the demi tasse when the doctors have put you on a diet of crackers and milk.

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O Vanity, what crimes have been committed in thy name! O death, where is thy sting!—because you prove to us our mortality. O Grave, where is thy victory!—because you insult the vanity of mankind. Men would be as gods. Man in his vanity reaches forth to grasp immortality, but barring his flight stand Death and the Grave. The colossal vanity of human nature shrinks back in terror of one conqueror alone—the leveling hand of death. In death mankind finds equality; his ego is eliminated. Therefore, over all the world, facing each other in deadly enmity, we see the two great forces—Vanity and Death—but in the end Death is always the victor. The vanity of kings and priests has sought to perpetuate itself in pyramids, temples and palaces. In Central America, in

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Africa, in India, the traveler pushes aside the all-embracing vegetation, and on the stones of the ruined and ancient temples sees the unknown hieroglyphics praising the deeds of forgotten kings.

Vanity! Vanity! All is vanity!



Under the sky, some miles away,
A rural farmer makes his hay;
A rural postman comes along
And interrupts the farmer's song,
Presents a postal, nicely writ,
That he must come to town with it.
Give up a day, hitch up his nag,
Stick oats and luncheon in a bag;
Leave one day's haying in a mess
To get a parcel by express.
"O Lord," at night the farmer prays,
"Amend the Cub Reporter's ways—
Tell him, O Lord, what I need most
Is just a plain old parcels post.
Plant the seed in him, O Divine!
And I will be his Valentine."

—Exchange.

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"KEEP YOUR EYE ON THE BALL AND FOLLOW STRAIGHT THROUGH"

(Dedicated to the members of the Glen Echo Country Club)

By W. C. BITTING, D. D.

Read at Annual Stag Dinner, May 9th, 1912.

THE GOLFER'S CONFESSION

Said the dub to the Prof., "I foozle and top,
I wiggle and smother, I press and I hop,
I cuss the high grass, and I dig up the links,
I empty the sand from the bunkers, by jinks!
I swear at the caddies, I give them boat rides,
I dimple the lakes, and the ditch's steep sides
I bombard with low balls. The hedge and the fence,
The trees and the courses all have no defense.
So wild and so bum is my driving and play
That Bogey and partner in shame turn away.
O what shall I do from these sins to be free?
They torture and hurt me. A golfer I'd be."

THE REMEDY

Said the Prof. to the dub, "You know what to do;
Keep your eye on the ball, and follow straight through."

Remember this rule in your everyday life,
'Twill help you to work and to win in the strife
When trial and sorrow would your joy subdue,
Keep your eye on the ball, and follow straight through.

If fortune desert, or if comrades forget,
If long seems the way, and the path thorns beset,
Don't whine and bewail, and get into a stew,
Keep your eye on the ball, and follow straight through.

Should success be tardy, and vict'ry remote,
Don't lie down and whimper, and sing a sad note.
Be manly. From golf you will find a good cue,
Keep your eye on the ball, and follow straight through.

In working, in playing, in all life's pursuits,
You'll find this a rule that goes down to the roots:
Be steadfast, be noble, in all things be true,
Keep your eye on the ball, and follow straight through.

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AN EASTER MORNING STORY⁷⁷

By MIKE KINNEY, Teamster and Editor

BALZAC used to say that there was no greater joy than *sauntering* in the streets of Paris. He used to sit around in the cafes, drink coffee and study the people. Every author who writes vividly writes from direct contact with the people.

Like Balzac, although I am a common teamster, I, too, like to *saunter* and watch the passing throng. One of my favorite points of observation is in one of the big easy chairs in the hallway near the desk at the Waldorf-Astoria. Nowhere in this country do I know of a better place to study Americans in all their various phases. Here you see the *nouveau riche* just leaving for or returning from abroad. Here the bored business man comes with his wife and daughters, and, following awkwardly behind, stumbles over their trains. All rich American women look defiant. All rich American men look apologetic. The lady of the family walks with her chin high. The gentleman of the family walks with his eyes down as if in constant fear of trouble.

But, how I do lack concentration! I started out to tell an Easter morning story.

Last Easter happened to come on Sunday. Therefore, the night before was Saturday. I had been out to the theatre, and when I returned to the Waldorf, after a little supper with some fellow teamsters and editors, I was feeling entirely too much awake to go to bed. So I thought I would just sit in one of those throne chairs, smoke a Cremo cigar, and meditate on the lessons I could draw from the day's experiences.

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While I was sitting there, a convivial gentleman who lives in New York dropped into a chair beside me, puffed solemnly at a big black cigar, and then turning to me, remarked, "Say, Mike, do you believe in providential coincidences?"

I noticed that the hands of the big clock were pointing to 1.05. I replied that it was too early in the morning for me to strain my intellectual dynamo answering such questions.

My friend looked at me and said, "*I am not joking. To-night I have been up against one of the queerest coincidences that ever happened in my life.*"

"Well," said I, as I meditatively wound my watch, "unbosom yourself, but kindly cut it short—as this is Easter morning."

"Yes, that's just it. If it had not been Easter morning I wouldn't be telling this story. I am just about to tell you a curious Easter tale, and every word of it is gospel truth. If the bar were open I think I would take a 'Clover Leaf' just to brace my nerves."

"You see," continued my friend, "to-night a gay party of six of us decided to celebrate. There were three of the prettiest and best dressed girls in town, and Jim, Bill and myself. We first went around to see Oliver Twist. Well, of course, that wasn't a very cheerful play to precede a dinner party. It was just a little depressing when Bill Sikes took Nancy into an adjoining room, and the audience sat in their evening clothes and listened to the dull thuds of Bill's club and Nancy's screams.

"After that play we went around to Rector's new place and it took several quarts to cheer

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up the party. My friend's name was Madelaine. She is a very sensitive girl, and I could see that Nancy's fate still depressed her, notwithstanding the ministrations of the 'Widow Clicquot.'"

"Well, to cut the story short, just before midnight we put on our wraps and stood in the vestibule of Rector's while the gentleman on the sidewalk, who dresses in a Field Marshal's uniform, called cabs for us with a whistle. We happened to be just behind another large party and we had to wait under a projection of the doorway while they took their cabs.

"As we stood there in the brilliant light of the gay White Way, a diminutive messenger boy passed with a paper box fully as large as himself. Madelaine pressed my arm, and said, 'Do you know it is Easter morning? Hear the bells striking twelve.' Then she seemed to shudder, and after a pause, said, 'Look at that boy with the box. Somebody is sending somebody else Easter lilies. It's all right for gentlemen to take girls like us out to supper—you are willing to spend a lot of money on champagne—but *nobody would send me any Easter lilies this Easter morning.*'"

"Well, of course, Mike, that wasn't just the line of conversation that I expected. I knew it pointed to a hysterical feminine condition. Inwardly I cursed Bill for buying tickets to Oliver Twist. Some men haven't any idea of arranging a setting for a harmonious evening from start to finish. They are not artistic. They don't grasp the eternal fitness of things.

"While Madelaine was talking, taxicabs picked up Jim and his companion, Bill and his girl, and I took Madelaine by the elbow to escort her to a taxi waiting

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for us. I tipped the Field Marshal and helped Madelaine into the machine. As she stepped in I could not help noticing her white satin slippers and pretty ankles. But while my mind was thus diverted, suddenly I heard a smothered cry. Madelaine stopped half way in the cab. I knew there was something the matter, but I couldn't see what it was. Finally, after stooping, she turned and took her seat in the cab, and then I saw her, with eyes ablaze, holding in her lap a great pot of Easter lilies. The chauffeur was leaning down from his seat asking the address. I whispered to him, 'Where did those lilies come from?' 'Why, sir,' he answered, 'this is my last trip to-night, and I just bought the flowers for my wife.' 'Well,' I whispered, 'you can get another lot for your wife. Don't say a word. I'll pay you well for this lot.' "

"All the way to her apartment Madelaine hugged those lilies. She said I was wonderful and noble to think of getting lilies for her on Easter morning. 'Of course, Mike, I was modest—I didn't pin any decorations on my manly bosom. This made a still greater hit with Madelaine. She said that only a gentleman with the very best instincts would know how such a gift would appeal to a woman. I told her not to mention it, not to say anything more on the subject.' "

"Finally we reached the apartment house where Madelaine lives. Do you know, she wouldn't let me take those lilies away from her; she held them close against the front of her long silk opera coat. I escorted her to the elevator. As she stepped in I made my lowest bow, and wished her a happy Easter morning. No, sir, I wouldn't have dared to enter that elevator—not for a thousand dollars. I stood there in the vestibule, and through the iron grill work of the elevator I saw her ascend, all dressed in white, with those

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lilies clasped to her bosom, looking like little Eva going to heaven in the last act of Uncle Tom's Cabin.

"I went back and paid the waiting chauffeur \$10.00 for those lilies. He kicked a little, as he said all the flower stores were now closed, but I told him that this was a case where I *just had to have those lilies.*"

"Now, Mike," said my friend, as he contemplatively chewed his cigar, "what do you think of a deal like that? Why did that messenger boy happen to come along with that box just as the clocks chimed twelve on Easter morning? Why did Madelaine happen to make those remarks on the subject of Easter lilies. Why did that particular cab man—probably the only one of the thousands of cab men in New York—happen to have that bunch of Easter lilies in his cab waiting to take them home to his wife?

"I guess I'll get my key and turn in. But say, Mike, don't you think that those lilies happening to be in that cab on Easter morning was a strange coincidence? I'm not superstitious, but the whole thing looks queer to me. Good night, old man!"

I live not in myself, but I become
Portion of that around me! and to me
High mountains are a feeling, but the hum
Of human cities torture. —Byron.

Time writes no wrinkle on thine azure brow—
Such as creation's dawn beheld, thou rollest now.
—Byron.

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REFLECTIONS OF A TEAMSTER

THEY tell me I sure do a lot of talking, and there are some that go so far as to say that my job must be a sinecure—in other words, that it works itself.

Well, I guess I do talk some much, but then you see out here in the fresh air on this platform there is so much going on, so much to see, that hardly a minute in the day passes but that my eye catches on to something that gives me a *thought*, and once a *thought* catches my eye, it's all over, and unless I work it out of my system there is no knowing what part of my anatomy might bust.

For the last fifteen minutes my eye has caught two words stenciled on nearly every one of the three or four hundred cases on the way to them trucks. See 'em! "STANLEY TOOLS"—and as I ponder on the thought suggested, it occurs to me that these words aren't new—that my eye has viewed them again and again during my long teaming career, and I'm wondering how any one concern could have so subsidized both the hardware trade as well as the users of tools. "STANLEY TOOLS"—I have met them at every turn, in every town, in every city, and you know my boy, I have "spread" myself over quite some territory during the past fifty years.

In all civilized countries on the earth, yes, and in many of the uncivilized ones also, where tools are used, you will find those bearing the "STANLEY" name.

Surely there must be some peculiar and persistent policy pursued that has enabled one

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company to recommend the great prestige enjoyed by the makers, during these years and in all these places, and—

That wise policy which permitted them to meet the requirements of the standard of excellence which carpenters and other tool users have always sought has made the name "STANLEY TOOLS" a household word in the mechanics' world.

You'd think the way I'm harpin' on "STANLEY TOOLS" that they had me "doped," but they haven't. It's just because that name that I see staring me in the face day after day gave me a thought as well as an excuse to try and impress upon you, my son, the wonderful value of a good name. As Shakespeare said some three hundred years ago,

"Good name in man or woman,
Is the immediate jewel of their soul."

If he had lived in this day of great enterprises, he might have included among those to whom a "good name" is their most valuable possession, all those companies or corporations whose success is in any way dependent upon the approval or good-will of the public.

A corporation is said to have no soul; but it sure has in name or reputation, whether good, bad or indifferent, and I guess Good Name is often its most valuable asset.

M. K.

*Shamrock Brand Enameled Ware
Sells on merit everywhere;
Wears for years and without mending.
Shade and grade and color blending!*

—Floury Bill, Poet of the Ozarks.

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THE MAN WITH THE NE PLUS ULTRA

Written for *The Gimlet* by an entry clerk.

TO place a limit on another is to place a limit on yourself. 'Tis to hold the game back, and block progress.

The limit man is a prisoner. He has accomplished something, he has reached a point and he thinks that there is no place beyond. The worst of this "limit" man is that he tries to fix a limit on others also.

The pressure should be from below up. A man must keep ahead, or at least abreast of the procession, and so it seems quite natural that the weak should ask for "limits." When the weak man finds that he cannot go any further, this is his way of trying to relieve himself from the pressure from BELOW.

This sort of man is out of focus. His perspective is not right. His view of the relation of things, one to another, is confused.

Don't try to hold the other fellow back, brother. A leader is a man who nerves and persuades others to push forward.

Don't imagine that you know it all. The other fellow may have an idea that is better than yours. In fact, it must be so, else how can we account for the world's progress. All the successful managers of men have been quick to recognize this. They have boosted the booster. When you have struck the one out of ten, don't be slow to recognize it. We make the same serious mistake when we try to average up on men and women, as some do on goods, some at a loss and some at a profit. Don't imagine

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that you are going to spoil a man or a woman by letting it be known that you recognize their worth. Would it spoil you?

This "limit" or "average" man is a curious make-up. He has no clear or well-defined knowledge or information. Incidents create only blurred impressions on his mind. He will complain of the lack of ambition and want of enthusiasm in others, and in the same breath talk about averaging up.

We cannot usually provoke more effort in another than we possess in ourselves and are willing to put forth. It is fortunate when the "limit" man cannot suppress the ambitions in another that he himself does not possess.

Every jolt gives a new place to start from. And when you are at the end of your journey the jolt also comes in handy. Get your point of view right, brother. Get your point of view right. It is something like 2,788,800,000 miles from the sun to Neptune, which you know is the planet which lies furthest out in our Solar system. Or in other words the suburbs of our little town. And four light years to the next town. Brace up, brother, the thing you call a limit got its origin in your mind. What have you done with the experience you got yesterday, last month, last year? Is time only useful to remind us that we are growing older.

There is a story told of a man who found himself in hell. And wandering about in silent admiration of the place, he came upon a group of men quietly and cheerfully working. Some cutting sod, others planting trees. Interrupting one of the party, our stranger said—"Say, boys, is this hell?" "Sure, sure," said one of the patient

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workers, leaning on his spade and leisurely mopping his brow with a silk handkerchief—"that's what they call it." "Well," said our stranger, and he paused to listen to a song-bird in a neighboring tree, and watch a bee buzz lazily by—"well, I feared something very different. I am greatly and pleasantly suprised." "Ah!" said the party leaning on the spade—"you should have seen it when we came here first."

"Come, firm Resolve, take thou the van,
Thou stalk o'carl-hemp in man:
And let us mind, faint heart ne'er won
A lady fair;
Who does the utmost that he can
Will whyles do mair."

Dear Mike:

This is what killed Joe Acken.

IN THE CARPENTER SHOP.

"Life's a hard grind," said the emery wheel.

"It's a perfect bore," returned the auger.

"It means nothing but hard knocks for me," sighed the nail.

"You haven't as much to go through as I have," put in the saw.

"I can barely scrape along," complained the plane.

"And I am constantly being set upon," added the bench.

"Let's strike," said the hammer.

"Cut it out," cried the chisel, "here comes the boss."
And all was silence.

—*Scissors Beaudin.*

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FOR SALE

\$16,500 Hardware stock and fixtures in Southern California town of 12,000. One of the best stocks in that section of the State. Store equipped with Warren shelving. An excellent opportunity to step into an established business.

\$11,000.00 stock of Hardware in North Dakota town of 18,000 people. Parties desire to sell as they have not enough capital to swing the business.

Hardware stock, tin shop and supplies invoicing about \$6,000.00 in a coal mining town on 3,500. One railroad—interurban railway town. Electric lights. Excellent opportunity.

\$15,000.00 stock of shelf hardware, implements, wind mills, etc., in one of the best districts in Texas. Fine opportunity for party to take hold of business and increase same.

In a Texas town of 1,800 population a stock of hardware, implements, stoves, valued at \$3,500.00. Fixtures, including Warren shelving, cutlery case, iron safe, etc., valued at \$420.00, also for sale. Cash deal—no trades considered. Good surrounding farm land.

\$3,000.00 good clean stock of hardware and paints in one of St. Louis' liveliest suburban towns. Population about 8,000. Good schools and churches. Well-established business. Reason for selling, other business requires attention. Building can be rented for \$25.00 per month.

\$3,600.00 stock of hardware, paints, oils, glass and enameled ware, etc., in Saint Louis. Located in the West End. Rent cheap—\$47.50 per month. Good reasons for selling.

Stock of hardware—will invoice from \$1,200.00 to \$1,500.00—in Saint Louis. Fast growing trade. Will trade for clear real estate or sell on any terms, or sacrifice for cash. Owner's reason for selling, unable to give same proper attention.

Good stock of hardware, stoves, etc., invoicing about \$10,000.00. Good location in Illinois, forty miles from Chicago.

\$6,000.00 stock of hardware, vehicles, harness, etc., also building. Kentucky town of 1,500 inhabitants. Large territory to draw from. Will rent building if party does not wish to buy same. Good reasons for selling.

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In answering these want ads, address THE GIMLET, except where special address is given.

FOR SALE—Continued.

Stock of general merchandise, including some hardware, invoicing from \$2,500.00 to \$3,000.00. Building worth \$2,500.00. Forty miles from Louisville, Ky. Does a good business, but wishes to retire on account of age.

\$9,000.00 stock of hardware and plumbing goods in rapidly growing county seat town of 3,500 inhabitants in Northern Iowa. One other hardware store in town. Best location. Extensive plumbing and heating business in connection. Other interests require owner's attention.

In Iowa town of 500 inhabitants, stock of hardware, furniture and implements, invoice about \$10,000.00. Brick building 41x120 feet and frame warehouse 18x80 feet, worth \$6,000.00. Will sell stock for cash and balance time, or will just sell the stock and retain the building. Last year's sales \$25,000.00.

Stock of hardware, furniture, paint, oils, etc., together with store building and residence property, hardware, etc., will invoice between \$2,500.00 and \$3,000.00. Building and five lots \$2,000.00. Good bargain.

To induce a quick sale will sell for 25 per cent discount, stock of about \$4,000.00 in Illinois on the C. & E. I. Ry. Population about 1000. Good farming section, good schools and churches. Two other stocks in town. Brick store room which rents for \$15.00 per month. Excellent bargain.

In Southwestern Illinois town of 10,000 inhabitants, \$6,000.00 stock of light and heavy hardware, builder's hardware, etc. Party owns building which can be leased for a number of years on favorable terms. Good established business, but owners wish to leave that part of country.

In southeastern part of South Dakota, stock of hardware invoicing about \$8,000.00. Up-to-date modern store with a splendid built-up trade in the richest agricultural section of the State. Established 20 years. No trades considered.

\$20,000.00 stock of hardware in county seat town of 1,500 in Central Idaho. Annual sales \$50,000.00. Will rent store and warehouse for \$200.00 per month or would sell property at bargain. Large agricultural and mining country surrounding. Lots of stock raising. Only hardware stock in town. Reason for selling, owner's poor health. Would sell to good hustling hardware man for \$10,000.00 cash—balance, bankable paper.

Nice, clean stock of hardware invoicing between eight and ten thousand dollars in a Missouri town of 1000 people on the Mo. Pac. R. R. 25 miles from Sedalia, Mo.

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In answering these want ads, address THE GIMLET, except where special address is given.

FOR SALE—Continued.

Stock of hardware and fixtures invoicing about \$12,000.00. Full line of queensware, located in Kansas town of 6,000 people. Floor space, 25x120 feet. Basement, 25x40 feet. Excellent opportunity. Will take part farm land and balance cash.

\$6,000.00 stock of clean and up-to-date hardware cutlery, ammunition, guns, tools, stoves, etc., also roofing material. Will sell or rent building. Business established over 20 years. Located in Missouri town of 2,000 inhabitants. Surrounded by good farming country.

\$30,000.00 stock of hardware in Southwest Louisiana town on the Southern Railway in the heart of the sugar cane and rice belt. Successful business.

\$7,000.00 stock of hardware in Kansas. Stock equipped with fixture; nice clean stock. Owners will give liberal discount for cash. Good opening for a live man.

Stock of hardware and furniture in thriving town of 900 inhabitants in Oklahoma. Stock invoices about \$3,000.00. Will also sell dwelling valued at \$100.00. A bargain for cash. Good agricultural country. Reason for selling, going into business in the West with brother.

For sale cheap—hardware stock located in Bloomville, Ohio. No trades considered. Must sell on account of ill health. Good stock of goods.

In Northeastern Oklahoma town of about 700 people, \$4,000.00 stock of hardware. Good location. Reason for selling, owners desire to dissolve partnership.

Hardware stock, as good as new (no junk)—invoicing about \$5,000.00. Located in Oklahoma. Good reasons for selling. Cash offer.

In Excellent Oklahoma town, stock of hardware invoicing about \$8,000.00, including fixtures and plumbing supplies. Well kept and all clean and up to date. Excellent proposition for the right party.

Hardware, stoves and implement business located in town of 2,000 inhabitants in the best farming district in Southern Ohio. Stock will invoice about \$5,000.00. Established fifty years. Good reasons for selling.

\$6,000.00 stock of hardware, tinware, etc., in Kansas town of 5,000 population within fifty miles of Kansas City, Mo. Fixtures valued at \$1,250.00. Expenses and rent low. Doing an excellent business.

\$12,000.00 stock of hardware, vehicles, implements, etc., in Missouri town of 1,200 inhabitants. All in good condition and in one of the best localities in the State. Will sell all or half the stock. Good reasons for selling.

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In answering these want ads, address THE GIMLET, except where special address is given.

FOR SALE—Continued.

Stock of hardware invoicing about \$7,500.00 in Southeastern Nebraska, located in the best farming community in county seat town of 5,000 inhabitants. Well established and prosperous business. Railroad division. No land trades considered.

Stock of hardware and implements, will invoice about \$12,000.00, located in Lexington, Miss. Population 3,000. One of the best farming sections in the State. Town ships 20,000 bales of cotton annually. Stock for sale on account of ill health.

Neat and up-to-date stock of hardware, furniture and farm implements, invoicing about \$4,000.00 in Missouri town close to St. Joe. Junction point for C. G. W. Ry. and Wabash. Town is growing rapidly. Poor health, reason for selling.

In good Kansas town, \$21,000.00 stock of hardware, buggies, wagons, stoves and furniture. Also building worth \$9,000.00, two-story brick. Terms, cash and good notes for any unpaid. Excellent proposition and a money-making stock.

\$8,000.00 stock of hardware, tinshop and furnace business in the best town in Northeastern Kansas. County seat town of 4,000 inhabitants. Two railroads, water works, sewerage and electric lights. Best agricultural county in State. Best location for hardware merchant in Northeast Kansas.

Eight to ten thousand dollar stock of hardware, furniture, paints, oils, glassware, etc., in suburb of St. Louis. Will sell, lease or rent the building.

\$5,000.00 stock of stationery, sporting goods, wall paper, etc. in Jefferson City, Mo. Owner wishes to go to Colorado or California, on account of health.

\$6,000.00 general stock of merchandise in one of the banner crop sections in Northern Missouri. Coal mine running steady, employing 150 men and increasing daily. On main line of the St. L. K. C. & C. Ry. Banking town. Building for sale or rent. Must sell on account of bad health.

New, clean stock of hardware, paints, implements, invoicing about \$5,000.00. Only hardware store in county. Beautiful, up-to-date store with large front windows. Rent cheap. Splendid chance for right party. Reason for selling, other business which requires all time of present owner.

Will sell at lump for \$4,500.00 or will invoice. If invoiced will run \$5,000.00 and over. Located in one of the best sections in Illinois. Excellent bargain. No trades considered.

"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet

In answering these want ads, address THE GIMLET, except where special address is given.

FOR SALE—Continued.

Implement stock invoicing about \$5,000.00 in Colorado town of 1,500 people. Will rent or sell building. Reason for selling, to find a location for hardware stock.

Two-story frame building stocked with furniture and undertaking goods, located in one of the prominent valleys in Eastern Oregon. Good opening for a hardware stock in connection with same.

Half interest in one of the best paying hardware and furniture stocks in Michigan, located in good section of State. Good opportunity to add plumbing business. One of the partners desires to retire from business.

Stock of guns, ammunition—everything in the sporting goods line; musical goods, such as violins, banjos, etc., also small stock of jewelry. Will take \$6,500.00 for same, providing security of note is gilt edge.

A McCaskey account register in first class condition, 420 accounts, beides the A to Z miscellaneous feature. An account system where accounts are balanced to date and with writing. A bargain.

Furniture and undertaking goods, invoicing about \$4,000.00. Splendid opportunity.

FOR EXCHANGE

895 acres of land in Carson County, Texas, valued at \$8,000.00. Owner will trade for hardware stock in Northern Texas or Oklahoma. Stock can invoice as high as \$13,000.00.

New \$4,500.00 residence, all modern conveniences, bath, electric light, slate roof, etc., located in county seat town in Ohio, to exchange for a good, well-located stock of hardware worth up to \$4,000.00 or \$5,000.00.

800 acres of good farming and grazing land located in Carson County, Texas, 11 miles from county seat, all fenced, 160 acres in cultivation. Good homes, barn, well, etc. Price, \$20.00 per acre. Will exchange for good stock of hardware and furniture and pay cash for difference in value of stock and land, if any.

240-acre farm, well improved, all in cultivation, to trade for a stock of hardware, vehicles and harness.

A nice 10-room residence, new and modern. Price, \$6,500.00. To trade for a good stock of hardware, vehicles and harness. Located in Kansas City, Mo.

160 acres in Grover County, Kansas, price \$25.00 an acre. Will trade for hardware stock.

1280 acres choicest land in New Mexico—200 acres under cultivation. Fine 6-room house, modern and up-to-date. Finest improved farm in the county. Located $\frac{1}{2}$ mile from a town of 2,000 population. Will trade for good hardware business. Price \$12.50, per acre. Healthy climate.

"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet

In answering these want ads, address THE GIMLET, except where special address is given.

WANTED TO INVEST

Party with \$3,000.00 wants to go into the hardware business—not a practical hardware man and would not object to buying an interest with some reliable party. Prefers Southern Alabama.

PARTNER WANTED

Experienced hardware man with \$5,000.00 or \$6,000.00 to invest in an established hardware business in large Iowa town. Best location in town. Carry \$12,000.00 to \$15,000.00 stock.

Party in general merchandise business in Northern Missouri town desires a party thoroughly familiar with the hardware business to invest as partner with the object of adding a full line of hardware. No hardware store in town. Partner to have charge of the hardware business.

WANTED

One 8-foot cornice brake. One 30-inch tin folding machine. Must be in good condition and a bargain.

HELP WANTED

Hardware concern in Northern Missouri desires competent plumber and tinner.

Illinois concern desires a good tinner. Steady job for right party.

Hardware merchant in Florida desires a good hardware clerk. Good opening for the right party.

Iowa hardware concern desires to secure a good honest tinner, who is also capable of waiting on the trade.

Iowa hardware concern desires good tinner—can give permanent position to right party. Fine chance.

Illinois hardware concern desires a combination tinner and plumber. Good position for the right party.

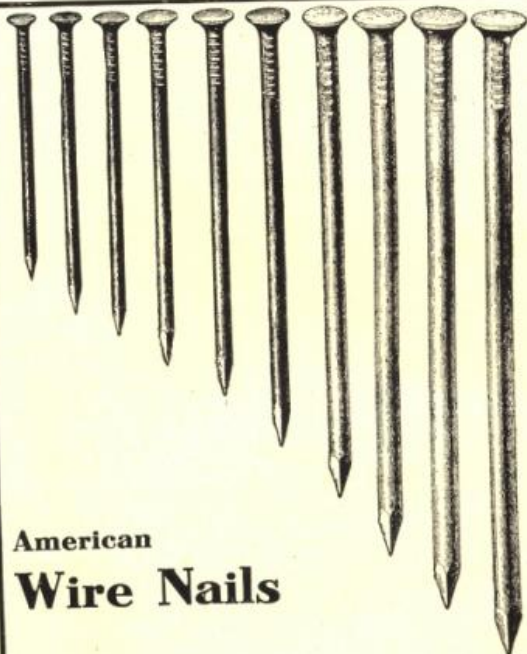
POSITION WANTED

Party with great deal of experience in the retail hardware business desires position as manager or buyer in some retail hardware store. Illinois or Indiana preferred. Is experienced in decorating and advertising. Thirty-two years old.

We know of a party now employed by a good concern but desires to make a change. Party is one of the best retail hardware men we know of—is thoroughly posted in hardware, implements, mill supplies, irrigating apparatus, etc., and is capable of taking the management—do the buying, etc., of a good big hardware establishment. Any one wanting a good clerk advise us.

Anyone wanting a good hardware man—man who can be relied upon and capable to manage a hardware or general store, write us. Party has been in the business a number of years and would make an excellent manager.

"DIAMOND EDGE IS A QUALITY PLEDGE"



American Wire Nails

Common and Miscellaneous,
Box, Casing, Flooring, Fence,
Tobacco, Boat, Roofing,
Slating, Shingle, Finishing,
Clinch, Hinge, Car,
Barrel, Fine, Lining,
Clout, Broom, Basket,

Berry-box, Wagon, Dowel,
Tie-marking Nails,
Staples,
Escutcheon Pins,
Large Head Barbed Roofing Nails,
American Felt Roofing Nails,
R. R. and Boat Spikes.

Made by

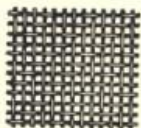
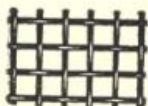
American Steel and Wire Co.

CHICAGO

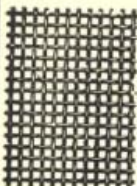
NEW YORK

DENVER

SAN FRANCISCO



Clinton Wire Cloth



We make many different kinds of Wire Cloth.

We can furnish any mesh from any kind or size of wire.

We carry the largest stock of all the standard grades handled by the Hardware trade, and can ship orders for same at sight.

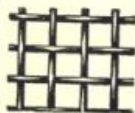
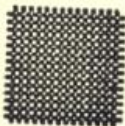
Quality and Finish unsurpassed and guaranteed.

SEND FOR PRICES

**CLINTON WIRE
CLOTH CO.**

CLINTON, MASS.

Boston New York
Chicago San Francisco



DISSTON
*Quality
Sells*

THE loyalty of our army of skilled mechanics is embodied in the quality of the goods they make, and this in the past seventy-two years engendered a like loyalty to the DISSTON BRAND on the part of the great multitude of Saw, Tool and File users.

HENRY DISSTON & SONS

Incorporated

Keystone Saw, Tool, Steel & File Works

PHILADELPHIA, PA.

Increase Your Sales

OF



Red Cross Dynamite

**Red Cross
Dynamite**

**Doubles
Yields**

of corn, cotton, cere-
als, and all fruits and
vegetables.

Ordinary plowing turns
over the same shallow
top-soil year after
year, forming a hard
and costly impervious
"plow sole" that limits
the waterholding
capacity of the land and
shorts out tons per acre
of natural plant food.

Dynamiting the subsoil
makes this plant food
available, aerates the
soil, protects vegetation
against both drought and
excess rainfall, and saves
money in the cost of saving
fertilizer, manure and
largely increased yields.

There is a new and better
farm right under the
old one. Subsoiling
with Red Cross
Dynamite gives
you 6 feet of top
soil instead of 4
inches.

**Write for
Free Booklet**

To learn how pro-
gressive farmers are
using dynamite for
subsoiling, clearing
and building, plant-
ing and cultivating
fruit trees, experi-
encing better and
increased yields,
write for
"New Farm For Old,"
No.

DU PONT POWDER CO.
POWDER POWDER BRANCHES OF AMERICA
WILMINGTON, DEL.



This ad has caused thousands
of farmers and fruit-growers to
send for booklets explaining the
profitable way to use dynamite.

To-day the demand of **RED
CROSS DYNAMITE** is greater
than ever.

Now is the time for your store
to get the advantages of our ex-
tensive advertising. A stock of
RED CROSS DYNAMITE and
BLASTING SUPPLIES ties
your store to our advertising.
More than this—we send to you
the names of local inquirers.

*"Farming with Dynamite"
Book No. 13, should be read by
every hardware dealer. Send for
it to-day and get thoroughly posted
on this money-making proposi-
tion.*

DU PONT POWDER CO.

Established 1802.

WILMINGTON, DEL.

EVERY READER
OF
THE GIMLET

IS INVITED TO SEND THEIR ADDRESS
FOR A FREE SPECIMEN COPY OF
MY NEW MAGAZINE

“CHOICE BITS”



(USE THIS COUPON OR A POSTAL CARD)

DANIEL MALLET,

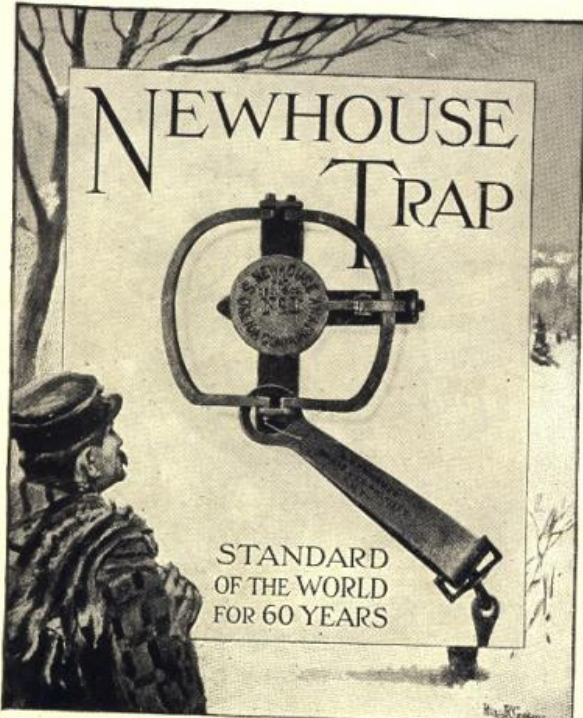
Hackensack, N. J.

Mail specimen copy “CHOICE BITS.”

NAME

ADDRESS

The Gimlet



A black and white illustration of a trapper in a cap and heavy coat, looking up at a large Newhouse Trap. The trap is a circular device with a central circular dial and a long, angled lever arm. The background shows bare trees and a snowy ground.

NEWHOUSE TRAP

STANDARD
OF THE WORLD
FOR 60 YEARS

F

OR PROFESSIONAL TRAPPERS nothing can replace the time-tested Newhouse Traps. Every trap is guaranteed perfect. Sure to go, sure to hold.

ONEIDA COMMUNITY LTD., - ONEIDA, N.Y.

***A thing of beauty
and a joy forever***

When a customer wants ornamental hinges, you should show him something that really is ornamental. Stanley's Ornamental Hinges are the line for you to carry and you will appreciate the fact that they sell so easily, for they sell at sight.

The ornamental features of Stanley Hinges are produced along pleasing lines, being stamped from cold rolled steel or brass into some popular design such as the "Butterfly" or "Lotus" pattern, some having a corrugated surface, extending around the joints; others having a raised, rolling surface; and the larger ones a plain design blanked from the metal.

The raised surface hinges are packed with oval head screws to carry out the contour of the design, and the others with flat head. These hinges are furnished in all the popular finishes. Our catalog showing over thirty designs gives complete description. Ask your jobber to show you Stanley's 1400 line. Always say Stanley's when talking hinge business.

The Stanley Refrigerator Hinges possess the same ornamental features and have the $\frac{3}{8}$ -inch offset—a particularly seasonable stock to carry.

The Stanley Works

NEW YORK

NEW BRITAIN, CONN.

CHICAGO

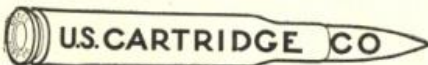
The Gimlet



I WANT SOME OF **THE BLACK SHELLS**

When a customer asks for the latest improvements in Shot Gun Ammunition, tell him about the **NON-MERCURIC PRIMER**, the **large flash passage** and superior water-proofing of the **BLACK SHELLS**.

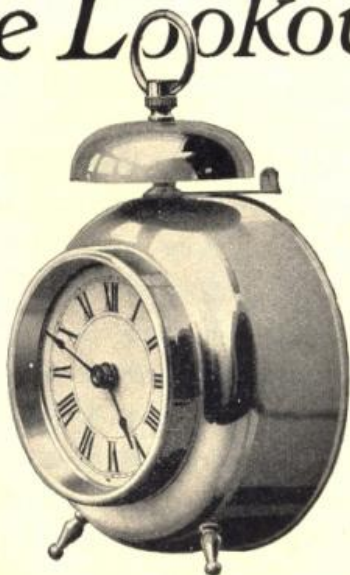
Send for book about shells.



Lowell, Mass., U. S. A.

The Gimlet

The Lookout



THE LOOKOUT — the latest product of the La Salle clock-makers—a beautiful and punctual sleepmeter sold at a fixed price of \$1.00 retail.

It's a compact little alarm of solid seamless brass tapering from a four-inch polished back into a 2 $\frac{3}{4}$ -inch ivory-white dial. It's distinctive, it's refined,

it's practical. It can be had in either finish, polished brass or nickel plated.

Every clock comes with a dollar tag attached, packed with eye-catching show cards and posters. On an order for 24 or more you can get your name printed free, right on the dials.



IF YOU CONTEMPLATE
A Hardware Catalogue
WRITE TO US FOR

"A BOOK FULL OF HARD-
WARE CATALOGUE HINTS."

We are specialists in compiling
and publishing hardware catalogues.

WOODWARD & TIERNAN
PRINTING COMPANY
SAINT LOUIS

THE LARGEST ESTABLISHMENT OF ITS KIND IN AMERICA

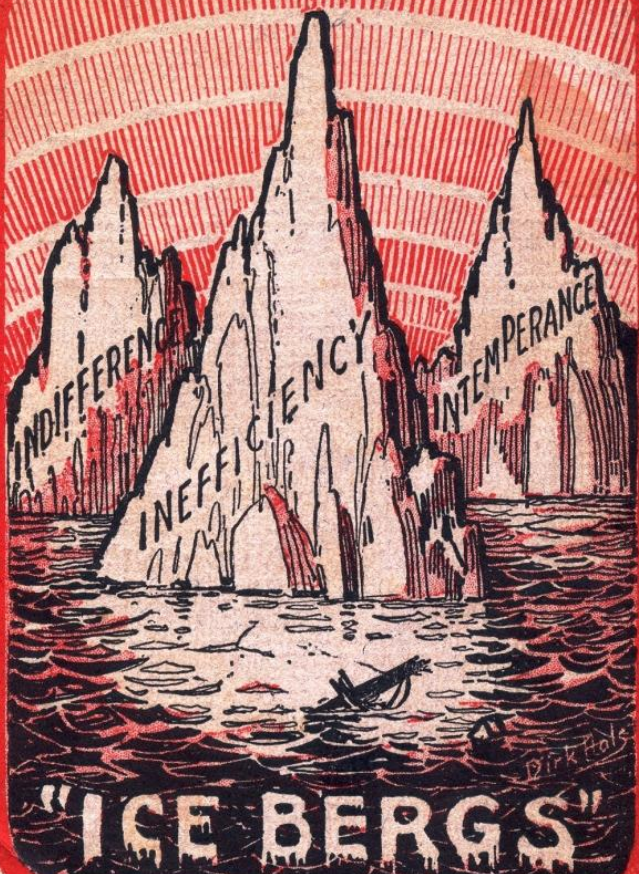
P R I N T E R S
ARTISTS ENGRAVERS BINDERS

**THE THREE FAVORITE AXIOMS
OF THE LATE E. H. HARRIMAN**

**"To dodge difficulties is to lose
the power of decision."**

**"It is never safe to look into the
future with eyes of fear."**

**"Many spoil much good work
for the lack of a little more."**



"ICE BERGS"

Dirk Hals